

Easy-to-Use Marketing Plan Template for Micro and Small Businesses

SPECIALIST SERVICES FOR THE SELF-EMPLOYED

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To assist we have produced a series of easy to use templates and practical advice covering:

- Business Plans
- Marketing Plans/Audits
- Marketing Research
- Finance
- Promotional Hints
- Contracts

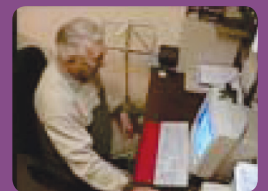
We have also produced a series of short video clips. We've interviewed self-employed people about what they say are the most important things to do in operating your own business. They talk about:

- Cash flow and debt management
- Work-life interface and balance
- Facing difficult times
- And more

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We also keep you up to date on issues for the self-employed.



Easy-to-Use Marketing Plan Template for Micro and Small Businesses

A Marketing Plan is a valuable document to assist in guiding and developing a business to reach its desired objectives. It normally forms a part of a Business Plan (BP), and is the most important component of the BP due to its talking about the customer generation and customer exchange issues. And these issues are the keys in developing successful businesses as, after all, good businesses are built on solid customer and client relationships.

Easy to read and useful marketing plans are typically constructed in a bullet point format or approach as opposed to a narrative (or sentence and paragraph) style.

The Marketing Plan can be for two or three years depending on the needs and preference of the business owner(s). Due to the external environment being highly prone to change a marketing plan of no more than three years is recommended.

Marketing Plan

a. What are the prime **marketing objectives** for the ensuing two or three years ahead? The objectives should cover the following prime areas –

- Marketing - eg. product/service mix, brand and/or business name positioning, market share targets (in either \$ retail, \$ wholesale, etc. or in a volume measurement), new products/service launches/introductions, and others

b. Product / Service Mix

- List the product and/or service mix of your business and the relating features (tangible aspects of the product/service) and benefits (the feelings/intangibles of the product/service) of each major product or service offering

<i>Products/Services</i>	<i>Benefits</i>

c. Market Segmentation (Could sell to)

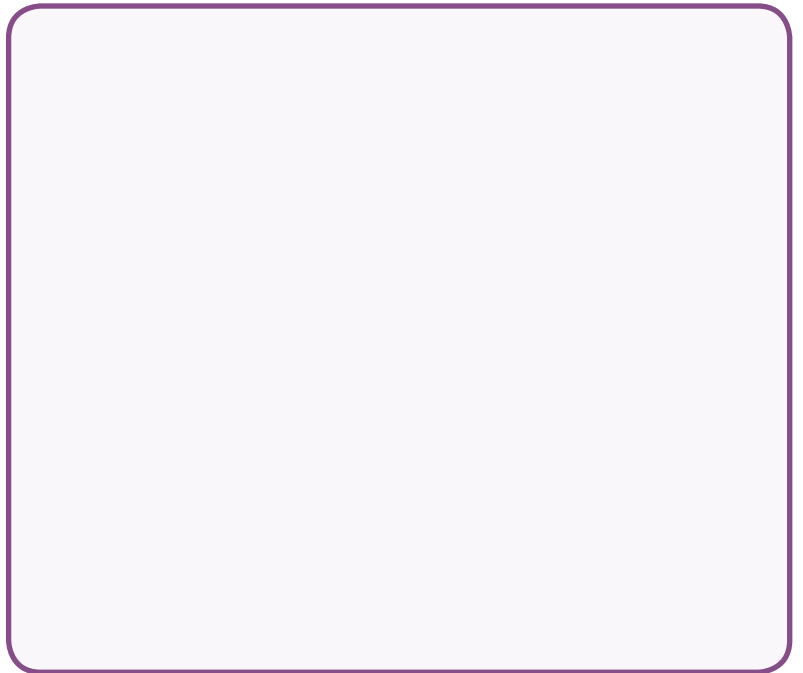
- This is about defining a list of the type of customers your business could sell to. Could is the key word here, as such the list should be extensive.
- There are fundamentally three types of markets that can be segmented and many businesses can have activities with more than one, they are –
 1. Consumer
 2. Organisational (Business to Business)
 3. International

d. Target Market(s) (Will sell to)

- From research and analysis who will the business direct its products and/or services towards (over consumer, organisational and international areas)
- Successful businesses develop distinct target markets (profile your targets opposite)

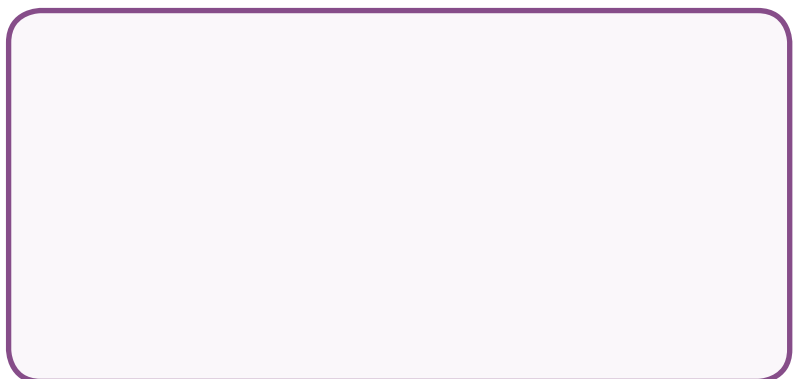
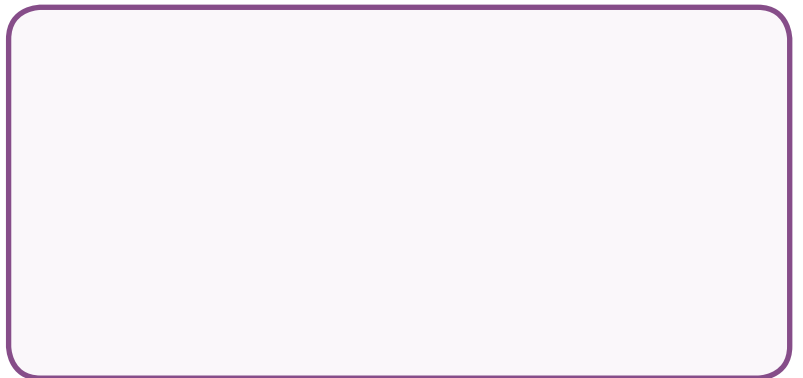
e. Industry Trends

- What are the major trends that are current or emerging in your industry that could be positive or negative to your business
- Input some key statistical information here about market size, segment size, growth trends (or decline trends), key competitors, etc. over the last two or three years (and any forecasts for the future two or three years out from info sources such as IBISWorld, ABS, local government data, etc.)



f. Marketing Environment

- What is occurring in your market with respect to the following issues
1. Demographic Issues (age, sex, income, etc of potential/existing customers)
 2. Economic Issues (national and local economic issues and the projected outlook for the next two or so years)



Marketing Environment (cont'd)

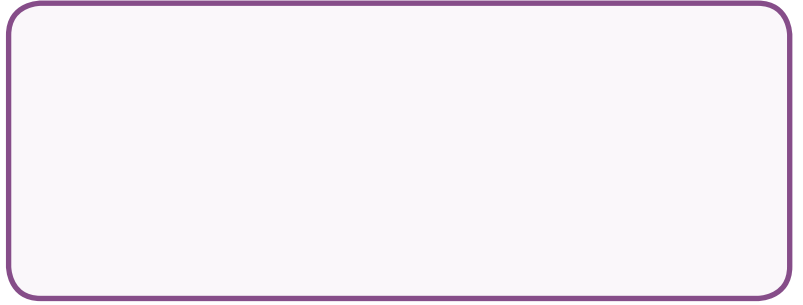
3. Political & Legal Issues (what is occurring with respect to legal and regulatory issues that impact your industry or geographic area)

4. Cultural & Social Issues (what is occurring with cultural and social tastes and preferences in your industry)

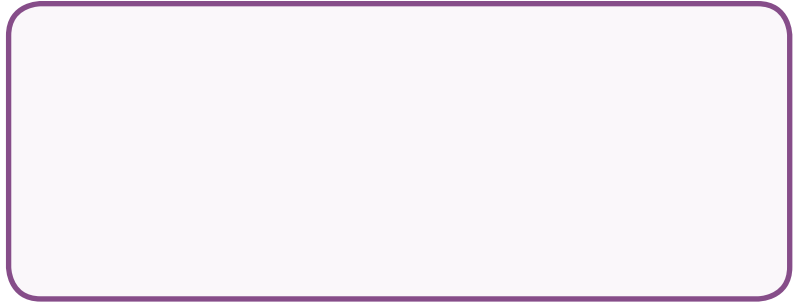
5. Technology (what is the impact now and in the near term from a technology perspective in your industry)

6. Competition (what competitive forces are at play, are the barriers to entry to your industry increasing or diminishing)

7. Pressure Groups (what role do pressure groups play in your industry)

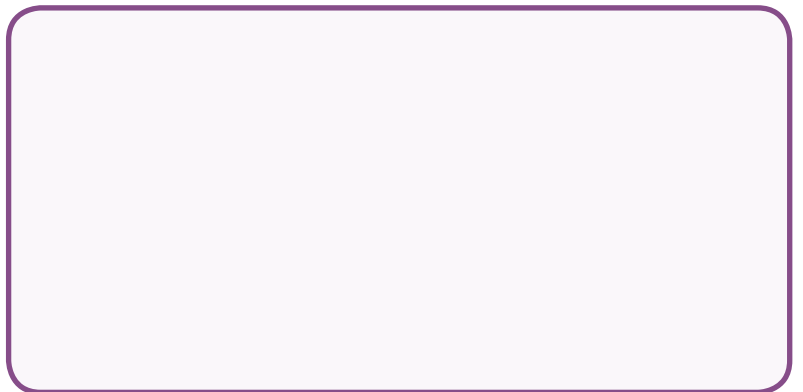


8. Natural Environment (what role does the natural environment play in your industry)

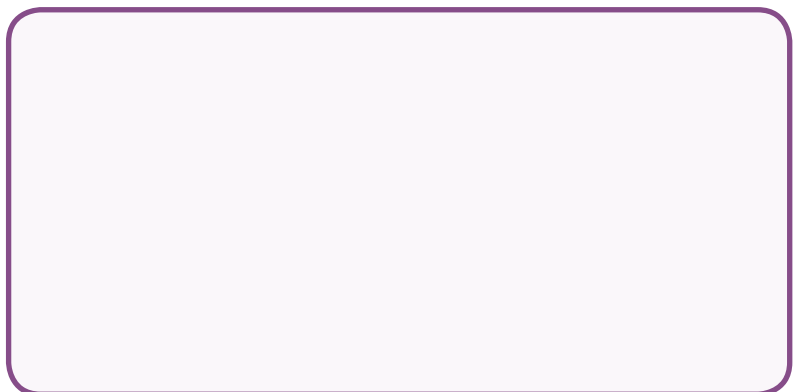


g. Specific Business Market Research Information

- Detail any specific research findings that the business has access to, such as survey results, focus groups findings, etc.



- What are the implications to the business from the research information?



h. Competitor Reviews

- Research competition in your industry, is it growing/expanding or diminishing. What is the outlook over the coming two or so years?
- Profile your two or three major competitors (including both direct – like or similar to your business and indirect – where the competitors may have some overlap with your type of business activity in some limited but important areas of the market)

i. SWOT Analysis

- Conduct a review of your business related **strengths** (what are the main four to six things that your business does well or possesses) and **weaknesses** (where your business has identifiable deficiencies)
- Where are the business **opportunities** for you and your competitors in the markets that you operate within? Additionally, where are the **threats** to your business (that are common to you and your competitors)

<i>Strengths</i>
<i>Weaknesses</i>
<i>Opportunities</i>
<i>Threats</i>

- How do you minimise the impact and/or negative influence of weaknesses on your business, as well as the impact of the identified threats

j. Competitive Advantage

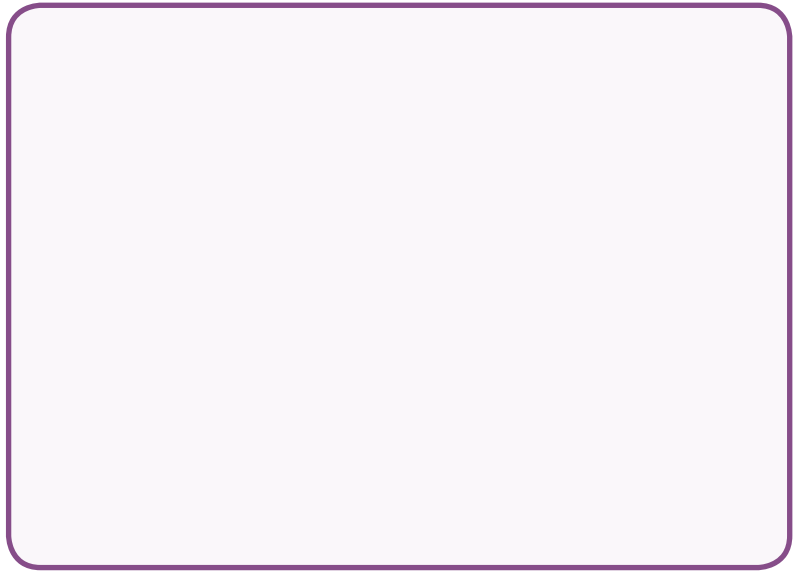
- Does your business have an identifiable and/or sustainable advantage or edge in the market place? What is it, how can it be exploited to support your business?

k. Marketing Strategies

- Product / Service range
1. Describe the offerings your business will take to market
 2. Any new product / service development plans for years two or three
 3. Branding options, design, packaging details

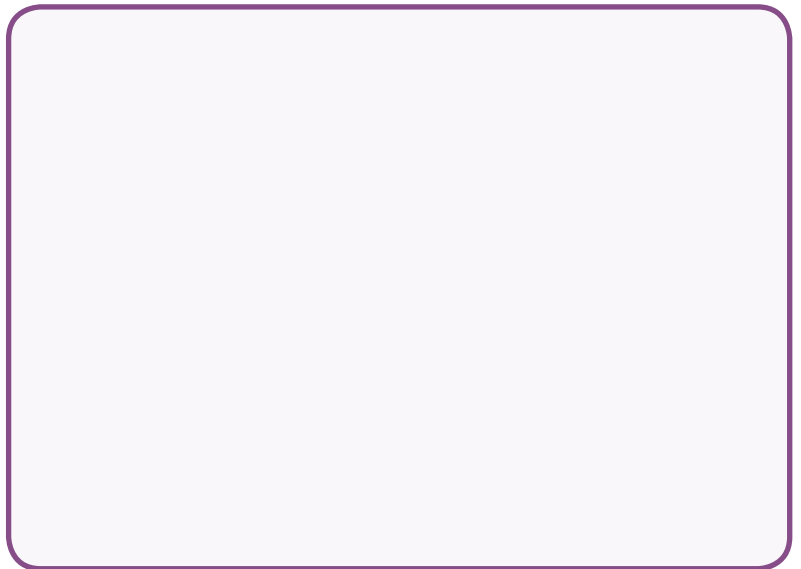
- Pricing

4. What is the pricing strategy per range(s) that the business will take to market (i.e. Going market rate; penetration; premium)



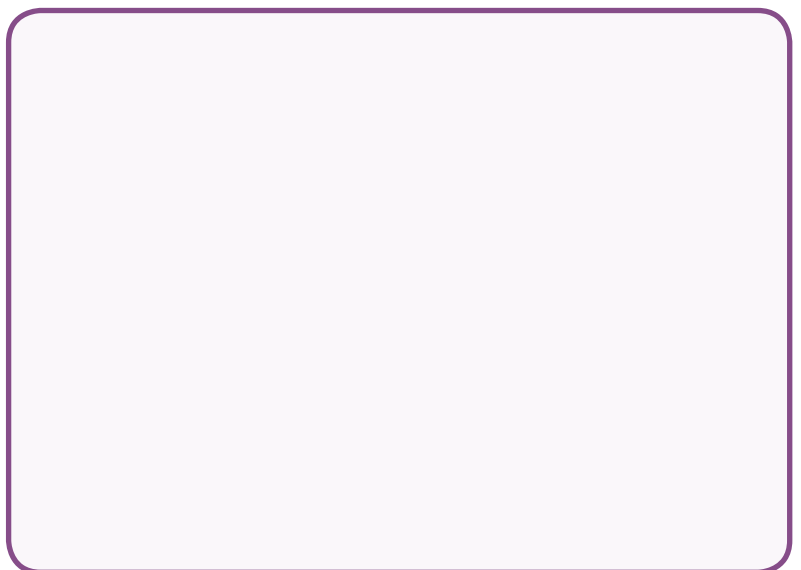
- Place

5. How will the business go to market (i.e. Via direct methods or indirect or a combination of both), list the routes –



- Promotion

6. What are the main messages you will promote to underpin your business and/or brands



7. What are the main methods of promotion (eg. internet, radio, newspapers, signage, etc.)?



I. Implementation, monitoring and evaluation

- Develop an implementation plan for the strategies in the previous section and any other aspects of the plan (this is done month by month and strategy by strategy –
- Regularly monitor progress of the business (eg. sales, responses to advertising, responses to pricing, competitor reviews, etc.)
- Evaluate progress in relation to prime business objectives in section 3 and if necessary take corrective action for either positive non-conformance or negative non-conformance

